

PARTNERS

A PUBLICATION OF HOWARD COUNTY TOURISM, INC.



FY10 Q1

BOARD OF DIRECTORS

Joe Barbera,
PRESIDENT
Jordan Naftal,
PRESIDENT ELECT
Mary Ellen Baker
Sharon Baker
Philip Bryan
Jeani Burns
Martha Clark
Cheryl Clemens
Jessica Feldmark
Hon. Guy Guzzone
Michele Healy
Patricia Jarava
Anne Johnson
Eric King
Peter Mangione
Becky Mangus
Sharon Marshall
Michael Nagle
Jean Parker
Ross Peddicord
Henry Pertman
Leslie Portella
Hon. James Robey
David Shackelford
Michael Stebbins
Richard W. Story
Robert Vigorito
Brock Yetso
Kathy Zimmerman

*Special thanks to
Losurdo Photography*

Howard County Tourism and Promotion's 28th Annual Meeting & Luncheon

Howard County Tourism & Promotion welcomed nearly 200 business and community leaders to its 28th annual meeting luncheon on Friday, September 25, 2009 at Turf Valley Resort. Together we unveiled the new Faces of the "Tourism I am It" marketing campaign.

Tourism I am IT

Together Executive Ulman and Tourism's Board President Anne Johnson unveiled the fiscal 2010 Faces of the "Tourism I am It" marketing campaign. "Tourism I am It" features real Howard County people in real Howard County places putting a face on the tourism industry. The "Tourism I am It" campaign hopes to change the perception of the tourism industry as simply marketing fun and entertainment to emphasizing the vital role our industry plays in the national, state and local economy, as one in every eight Americans are employed in tourism. This year's faces included:

Chuck Sharp, farmer / owner, Sharp's at Waterford Farm
It takes more than a green thumb to grow a successful family farming business...

Michele Healy, VP, Howard Bank
Investing in a good cause takes more than cold hard cash...

Amy Lutsko, Park Ranger, Patapsco Valley State Park
At the end of the trail lie the beginning of the promise to live green...

Robert Miles, Motorcoach Driver, Eyre Tour & Travel
Jobs are behind the wheel when it comes to driving the economy...

Brother Vincent Vivian, Franciscan Friar, The Shrine of St Anthony
Bringing people together is a way to achieve an even greater good...

Also on the agenda was the celebration of the 5th anniversary of Blossoms of Hope: The Howard County Cherry Tree Project, announcement of the Top 12 Tourism WOWs and commemoration of two Tourism Partners of the Year, Joe Barbera of AIDA Bistro & Wine Bar and Vic Broccolino of Howard County General Hospital.



WELCOME

Top Tourism WOWs

Newly elected President of the Board, Joe Barbera of AIDA Bistro & Wine Bar, performed his inaugural duty by counting down the Top Twelve Tourism WOWs of fiscal 2009. The WOWs celebrate great moments and accomplishments in the tourism industry over the past year, and they were:

- 12) Welcome Tin Lizzie WineWorks and Terrapin Adventures
- 11) The Columbia Classic Grand Prix at its new "home" Marama Farm
- 10) Tourism BE A PART OF IT Partnership Packet
- 9) Wine in the Woods Weekend Packages
- 8) Maryland Tourism Day Celebrated at Patapsco Valley State Park
- 7) Partnership with Arts
- 6) Maryland is Here to Play & Maryland Film Office successes
- 5) Soiree Dancers Rendezvous en Provence are all winners
- 4) BUY LOCAL Howard County Restaurant Weeks
- 3) Blossoms of Hope APRIL Cherrybration Days
- 2) Virgin Mobile FreeFest at Merriweather Post Pavilion
- 1) Senator James Robey and the Howard County Maryland Delegation, Bond Bill HB619



Having FUN is Serious Business

Tourism's 28th annual meeting luncheon's honored guest speakers were Maryland Senator Jim Robey and Howard County Executive Ken Ulman. Executive Ulman spoke about the important economic impact of the tourism industry in Howard County and how those tax dollars are reinvested to maintain our residents (and now according to US News & World Report, even their pets) nationally recognized quality of life. The Executive also spoke about his exciting experience at the Virgin Mobile FREEFEST at Merriweather and the administrations role in the successful Summer of Service.



NEW Spirits of Ellicott City Tour

The Spirits of Ellicott City is a new tour of historic Ellicott City with new stories and locations and the chance to enjoy spirits including wine, beer and cocktails. Guests of the new *The Spirits of Ellicott City* will be able to enter into the haunted pubs, taverns and bistros, even to areas restricted to dining guests!

Howard County, Maryland was recently named one of the Best Places to Live by MONEY magazine and *The Washingtonian*, perhaps it's a place so nice you NEVER, EVER leave! Or perhaps Ellicott City with its history of tragic fires, devastating floods, awful industrial accidents and role in the Civil War make it a place where its past residents still remain and roam. The ghost stories told are based on real people that actually lived and died in Ellicott City sometimes violently and unexpectedly - to lend veracity to the REAL hauntings!



Blossoms of Hope: 5th Anniversary

The annual meeting marked the 5th anniversary of Blossoms of Hope: The Howard County Cherry Tree Project. Keynote speaker, MD Senator Jim Robey celebrated the occasion. He fondly recalled when first approached by Tourism about the project in 2004 as County Executive. Senator Robey chronicled the amazing growth of the project, and that, as promised, the project beautifies the county, beckons tourists to the county during April CHERRYBRATION Days and gives back to the community.

Blossoms of Hope's community beneficiary is the Claudia Mayer Cancer Resource Center, and with the planting of over 1,300 pink kwanzan cherry trees and other activities, Blossoms of Hope has donated \$75,000 to the Center.



Howard County's Buy Local Restaurant Weeks



Howard County Tourism & Promotion invited everyone to SAVE and Savor the LOCAL Flavor with its promotion, Summer Restaurant Weeks, July 27 - August 9, 2009! This summer, Howard County's finest restaurants served up savings and locally grown products to help budgets and the environment. With 25 participating restaurants, residents and out-of-town guests appreciated a chance to visit their favorite restaurants and try new restaurants, all at great new prices while supporting local farmers and wineries.



WELCOME

Ellicott City Restoration Foundation's Historic District Holiday Window Decorating Contest

This year, make a trip to the historic district to shop locally for unique gifts, grab a bite at a local restaurant, and take a peek at the beautifully decorated shop windows. Beginning in 2005, the Ellicott City Restoration Foundation has sponsored an annual window decorating contest for the Ellicott City Historic District. The goal of this contest is to encourage businesses to create attractive holiday displays that will bring visitors to town to view the windows and vote for their favorite one. There are two categories in which winners can place: The Judges Choice Award is presented by an independent panel of judges and the People's Choice Award is determined by popular vote of visitors to the district during the holiday season. The contest begins with the annual Midnight Madness event (the first Friday in December) and continues to New Years Day. Ballots can be found in the visitor center. Stop by and vote for your favorite!



SAVE THE DATE

SOIRÉE!

Thursday, June 3rd, 2010

5 to 9:30pm

Belmont Conference Center

For tickets and more
information, visit
www.VisitHowardCounty.com

Partners!

Please don't forget to send
us your brochures, cards,
and other promotional
materials for display in the
Visitors Information Center.

Let us promote your
business for you!



Trivia: Babe Ruth was married to his first wife in 1914
in what historic Howard County church?

Last Quarter's Answer:
Doughoregan Manor

